

Message Text

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USIA/IMV/PC:REMILLER

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R 280035Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY BUCHAREST

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E.O. 11652: NA

SUBJ: CONTACT WITH ROMANIAN TV

REF: BUCHAREST 0297-U

1. IF GOR WISHES TO DISCUSS "COOPERATIVE-EXCHANGE ARRANGEMENTS" WITH
MAJOR AMERICAN TV NETWORKS, THEY SHOULD CONTACT FOLLOWING INDIVIDUALS
:

ELTON H. RULE, PRESIDENT

ABC, INC.

1330 AVENUE OF THE AMERICAS

NEW YORK, N.Y. 10019

ARTHUR R. TAYLOR, PRESIDENT

CBS CORPORATION

51 WEST 52ND STREET

NEW YORK, N.Y. 10019

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WILLIAM KRATCH, VICE-PRESIDENT

NBC INTERNATIONAL
30 ROCKEFELLER PLAZA
NEW YORK, N.Y. 10021

FYI-MR. RULE SIGNED ABC'S AGREEMENT ON EXCHANGE OF TV AND RADIO
PROGRAMS WITH SOVIET UNION LAST FALL.

2. NEITHER MITRAN NOR GHEORGHE CRISAN AT ROMANIAN EMBASSY IS FULLY
FAMILIAR WITH STATUS OF ROMANIAN EMBASSY CONVERSATION WITH NBC.
THEY PREFER TO CHEKK WITH AMBASSADOR AND TO ADVISE US.
FYI-WE INFORMED ROMANIANS OF KOPP'S CALL ON POTOP AND SAID OUR
INQUIRY RE STATUS OF THEIR STALKS WITH NBC WAS SIMPLY TO AVOID
DUPLICATION OF EFFORTS.

3. FYI-POLIS MADE BASICALLY SIMILAR INQUIRY OF MR. KOPP DURING
HIS STOP IN WARSAW. WE ARE ADVISING P&C WARSAW THAT IF GOP WISHES
TO INVITE TOP EXECUTIVES OF MAJOR AMERICAN NETWORKS TO WARSAW,
FOLLOWING ARE APPROPRIATE INDIVIDUALS:

LEONARD GOLDENSON
CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER
ABC
1330 AVENUE OF THE AMERICAS
NEW YORK, N.Y. 10019

WILLIAM S. PALEY
CHAIRM OF THE BOARD
CBS
51 WEST 52ND STREET
NEW YORK, N.Y. 10019

JULIAN GOODMAN
CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER
NBC
RCA BUILDING
ROCKEFELLER CENTER
NEW YORK, N.Y. 10020

BELIEVE, HOWEVER, THAT POLISH REQUEST IS DIFFERENT FROM THAT MADE
BY ROMANIANS AND THAT GOR WOULD DO BETTER TO CONTACT INDIVIDUALS
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NAMED IN PARA ONE ABOVE.

4. AGENCY HAS APPROACHED PBS OFFICIAL RE VISIT BUCHAREST IN NEAR
FUTURE TO DISCUSS EXCHANGES. WILL ADVISE.
KISSINGER

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05 JUL 2006

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